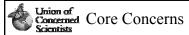


## H<sub>2</sub> Highway Public Education: **Environmental Perspectives**

Jason Mark Director, Clean Vehicles Program



- Excuse
  - Delayed technology change
  - Shield against policy action
- Cleanliness
  - Distant benefits
  - Short-term problems
  - Competing technologies



## Union of Concerned Communications Priorities Scientists

- Environment as central theme
  - Articulate pathway to "clean dream"
  - Highlight near-term environmental progress
- Realistic expectations
- Peer-to-peer education
- Diverse mix of messengers